

Marketing and Management: As an Example of the Field of Culture and Art

Maratova Nilufar

Uzbek State Institute of Arts and Culture 3rd year student

Muminmirzo Kholmuminov

Teacher of the Uzbekistan State Institute of Arts and Culture

mominmirzoxolmominov@gmail.com

Abstract: The article describes the current problems in organizing the activities of culture and art institutions, the issues of applying modern marketing and management concepts to the activities of organizations. Also, the issues of using innovative technologies in the organization of advertising of created works, i.e. art products, and special engagement with advertising design were raised and solutions were given.

Keywords: representative, management, marketer, guide, innovation, holography, marketing, cultural.

Currently, the activities of cultural centers, in general, expanding the activities of culture and art institutions, widely promoting our national culture among the population, meaningful organization of free time for young people, increasing the attention of our people to our culture and art, and fully involving them have been raised to the level of state policy. Considerable work is being done on the further development of cultural and art institutions based on foreign experience and is being studied by experts. As a result of studies, the USA, which is one of the developed countries, does not have state-owned cultural centers, cultural palaces, libraries, theaters, museums, recreation and amusement parks, as in our country. This should not lead to the idea that there are no cultural institutions in the United States. This is the case not only in the USA, but also in many foreign countries. There are services that provide cultural and household services in the places where every resident lives. They do not require funds from the state budget, they are built and managed by people themselves [1:59]. Look, all our cultural and art institutions are under the auspices of the state, and the state provides all the opportunities. Are we making the most of it? The response to the changes taking place among our people is not enough. There is no end to viewing culture as a concert or spectacle. In my opinion, people understand the word culture easily. Unfortunately, today the status of cultural centers and representatives of the cultural sector working in them is not highly appreciated among our people. We are saddened by the fact that people living in the remote areas of our country still consider artists as “artists” or “shooters”, our dancers as “players”, and singers as “partners”. Culture is not just luxury or entertainment, but culture is a reflection of our people. Therefore, we, representatives of the sphere of culture and art, should catch the locomotive.

In fact, it is no exaggeration to say that management and marketing concepts, which have entered not only the sphere of culture and art, but also every aspect, are one of the main factors that increase the potential of the sphere's development and modernity. Both of these concepts are English and have penetrated into every field of developed countries and are factors that have caused sufficient economic and cultural growth. Management is the science of management. As a result of studies, the etymological meaning of this word actually comes from the French verb “mesnager” of the 15th century, which is often called “to hold a horse's bridle in the hand”. In

conclusion, we can say that semantically, this word, which means managerial or leadership activity, is inextricably linked with every activity, whether it is administrative or creative management. Marketing is a concept related to any area of the market (English, market - market, ing - activity). According to the American Marketing Association, there are more than 2,000 definitions of marketing. One of the most popular of these, marketing is one of the management functions. Therefore, the management process in the field of culture and art also needs direct marketing. After getting acquainted with the historical points of view, we will stop at the bathroom.

In fact, if we look at the history, in the European countries, at first, these sciences were connected only with related fields in the economic direction. In our motherland, the theoretical foundations and principles of the management science, which today is referred to as modern, began to be formed in the XIV-XV centuries during the reign of Amir Temur. In his work "Temur's rules" they expressed their views on the methods of managing the state, society, and the army. The main factor of Amir Temur's state management was fair management. "The deeply meaningful words of our grandfather Amir Temur: "Let justice be our companion and program in every work!" should become a vital belief for each of us" [2:38]. Of course, the first sparks of management science are not only "Timur's Laws", Yusuf Khos Hajib's "Kutadgu Bilik", Nizamulmulk's "Politics", Abu Nasr Farabi's "The City of Virtuous People", Firdavsi's "Shahnama", Alisher Navoi's "Mahbub ul Qulub", Zahriddin Muhammad Babur's "We also find it in the works of "Boburnoma". But it was formed as a separate field in the 19th century. American engineer F. Taylor is the founder of management science. Initially, the management system of companies includes general management, functional management, financial management, marketing work, personnel management, production management, scientific and technical work management, etc. Philip Kotler, the founder of marketing theory, stated that "Marketing is a type of human activity aimed at satisfying needs and requirements through exchange" [3:34]. The concept of management and marketing was introduced to the territory of Uzbekistan very late, in the middle of the 20th century. At the end of the 20th century and the beginning of the 21st century, management began to be taught as a special subject in higher educational institutions in Uzbekistan, management studies were launched, and textbooks were written. These studies were also carried out only within economic directions. Later, that is, during the last 5 years, it was felt that the field of culture and art needs good marketers, good managers (used in America for managers who are masters of their work). According to Resolution No. 325 of the Cabinet of Ministers of the Republic of Uzbekistan on May 23, 2020 "On improving the effectiveness of the marketing activities of museums and theaters in the Republic of Uzbekistan", a guide (guide-interpreter) who knows foreign languages perfectly in museums, promotes the brand of museums It is planned to introduce the position of marketer in order to make [4:<https://lex.uz>].

Unfortunately, this has not been fully realized in practice. In addition, the decision of the President of the Republic of Uzbekistan dated May 27, 2022 No. PQ-261 "On measures to develop the field of services in museums" stipulates the implementation of the following measures:

In order to develop the field of marketing and services in museums based on advanced foreign examples, to attract consulting service companies with extensive practical experience in this direction;

Creation of special areas for artists, artists and national folk groups, artisans, children in museums and their wide involvement, organizing various trade exhibitions and festivals in this direction;

Organization of additional marketing and services in order to expand the field of paid services in state museums and cultural heritage objects;

Organization of gift (souvenir) shops, craft workshops and sales outlets in museums, as well as sales of replicas of museum objects and collections - souvenir products;

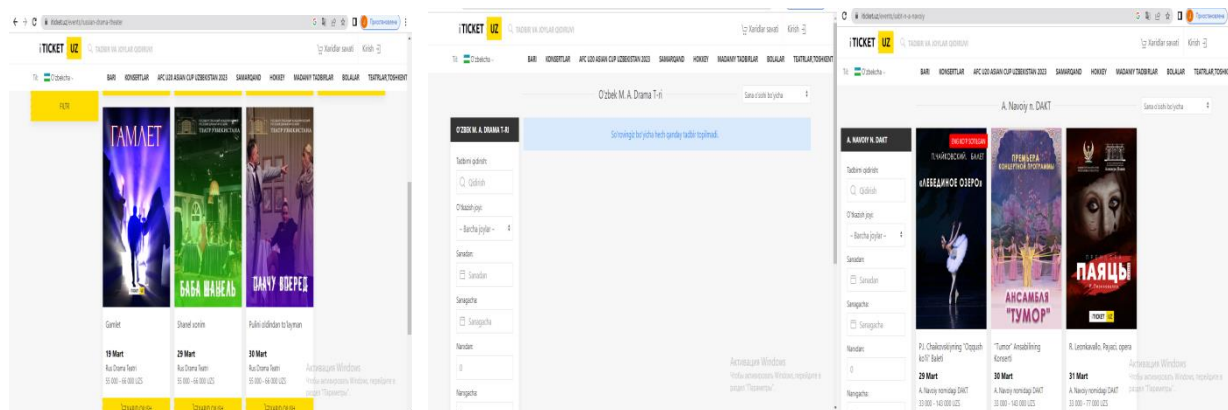
Step by step establishment of “Museum-restaurant” or “Museum-café” in museums and their territories;

Step-by-step organization of online stores of museums;

Organization of mobile exhibitions called “Museum wagon”;

Preparation of programs and commercials dedicated to the history of museums and museum objects in the country, as well as ensuring their broadcast on republican TV channels.

Increasing the popularity of museums and developing the marketing field through the wide use of modern technologies such as NFT (non-fixed tokens), holography and 3D in state museums. If all of the measures mentioned above are implemented, we can say that the management and marketing activities in the mezey will be improved on the basis of the world model. If we pay attention to the foreign experience, in Great Britain, admission to all museums is free. A natural question arises, how will he earn? In Britain, all museums have their own shops, where copies of the exhibits located in the museum are sold, thereby, that is, through well-organized marketing activities, they achieve success. In general, a marketer (in the field of business) organizes income by satisfying the needs of target consumers based on demands and needs. In the field of culture and art, he studies demand and supply to satisfy aesthetic and artistic needs. Culture and art institutions create comfortable conditions for artists and help them to deliver their creations to the people. In the process, the artistic product they produce must be presented to their audience and, of course, needs to be well advertised before delivery. That is why the price policy in the field of culture and art does not cover the costs used. Another pain point in our industry is product advertising, direct marketing and public relations. Advertising and marketing are aimed at increasing profits, and they are partly used to replenish the funds necessary for the institution. Relations with the public will be aimed at increasing the organization's reputation and level of recognition. Considering the shortcomings in our field, I believe that the following proposals are appropriate.



Proposal 1. It is important to use modern technologies in the display of advertisements for wider and effective coverage of theater activities, in particular, to pay special attention to the design of advertisements placed on Iticket.uz (online box office) and the effectiveness of the words written under them. Even the fact that the advertisements of the performances presented at the Uzbek National Academic Theater are not regularly posted is a sign that the institution and the creative team need marketers and advertising designers who are masters of their work, and this is a sad situation, of course.

Proposal 2. Currently, modern museums have a library, a film club, a lecture hall, a children's art studio and an art cafe. The use of marketing in the field of culture and art not only improves the quality of artistic products, but also helps in continuous development in order to better meet the needs of the population. In particular, the establishment of photo studios in museums will develop the tourism industry. It will be an investment to cover the costs of the museum. Because today photo studios are one of the most developed marketing areas. It is also a good advertisement for the activities of museums.

Therefore, in order to increase the role and place of culture and art in the development of New Uzbekistan, we need to eliminate all the shortcomings in our field, attract qualified specialists, launch advertising activities, in short, marketing the field of culture and art. Enrichment with (business) is definitely one of the most necessary factors. Today, life demands a new way of thinking and working, forming our national “mind centers” [5:271]. Therefore, great responsibility and dedication is required from employees working in the field of culture and art. Because they should play the role of the greatest force spreading culture and art among the people in New Uzbekistan.

The list of used literature:

1. Alimasov V. Madaniyat va demokratiya. //O‘zDSMI xabarlar. – Toshkent: 2021. 3(19)-son. – B. 96.
2. Tuzuvchilar: O.Salimov, Q.Quronboyev, M.Bekmurodov, L.Tangriyev. Boshqaruv xikmati. G‘afur G‘ulom nomidagi nashriyot-matbaa ijodiy uyi “Ta’lim” nashriyoti. Toshkent-2018. - 168b.
3. Deslandes G. “Ksenofont falsafasida menejment: retrospektiv tahlil”, 2014 yil, 14-16 iyul, Chikago. – B. 34.
4. <https://lex.uz>
5. Mirziyoyev Sh. Yangi O‘zbekiston strategiyasi. – Toshkent: O‘zbekiston, 2021. – B 464.
6. Mo‘minmirzo Zokir o‘g‘li Xolmo‘minov. Art menejmentni rivojlantirishda zamonaviy yondashuvlarning ahamiyati. “Oriental Art and Culture” jurnali. Qo‘qon 2021. <https://scholar.google.com>
7. Mo‘minmirzo Zokir o‘g‘li Xolmo‘minov. Санъат менежменти фанини ўқитишда меъёрий хужжатларнинг ўрни ва аҳамияти. “Oriental Art and Culture” jurnali. Qo‘qon 2021. <https://scholar.google.com>
8. To‘rabek Raufovich Fayziyev, Mo‘minmirzo Zokir o‘g‘li Xolmo‘minov. Madaniyat va san‘at sohasi menejmentida loyihalar faoliyati. “Oriental Art and Culture” jurnali. Qo‘qon 2022. <https://scholar.google.com>
9. To‘rabek Raufovich Fayziyev, Mo‘minmirzo Zokir o‘g‘li Xolmo‘minov. Ijtimoiy sohada marketing xizmatlarining konseptual asoslarI. “Oriental Art and Culture” jurnali. Qo‘qon 2022. <https://scholar.google.com>
10. Mo‘minmirzo Zokir o‘g‘li Xolmo‘minov, Nilufar Laziz qizi Maratova. Madaniyat va san‘at sohasida loyihalarga mablag‘jalb etish masalalari. “Oriental Art and Culture” jurnali. Qo‘qon 2022. <https://scholar.google.com>
11. Mo‘minmirzo Zokir o‘g‘li Xolmo‘minov. Teatr faoliyatida boshqaruv jarayonlarini tashkil etish usullari. “Oriental Art and Culture” jurnali. Qo‘qon 2022. <https://scholar.google.com>
12. Shahbozxon Abdusamad o‘g‘li Mardiev, Mo‘minmirzo Zokir o‘g‘li Xolmo‘minov. Rahbar faoliyatida ijtimoiy-psixologik xususiyatlarning boshqaruv jarayoniga ta’siri. “Oriental Art and Culture” jurnali. Qo‘qon 2022. <https://scholar.google.com>.
13. Mo‘minmirzo Zokir o‘g‘li Xolmo‘minov. 2017-2022-yillar mobaynida madaniyat va san‘at sohasida amalga oshirilgan ishlar sarhisobi. “Oriental Art and Culture” jurnali. Qo‘qon 2022. <https://scholar.google.com>
14. Otabek Murod o‘g‘li Axmatov, Xolmo‘minov Zokir o‘g‘li Mo‘minmirzo. yangi O‘zbekiston taraqqiyotida yosh rahbar kadrlarning o‘rni. Oriental Art and Culture jurnali. Qo‘qon 2022. <https://scholar.google.com>

15. Mo‘minmirzo Xolmo‘minov. Madaniyat va san’at sohasida davlat-xususiy sheriklik loyihalarini amalga oshirish. Oriental Art and Culture jurnali. Qo‘qon 2022. <https://scholar.google.com>
16. Mo‘minmirzo Xolmo‘minov. Madaniyat markazlari faoliyatini moliyalashtirishning asosiy omillari. Oriental Art and Culture jurnali. Qo‘qon 2022. <https://scholar.google.com>